

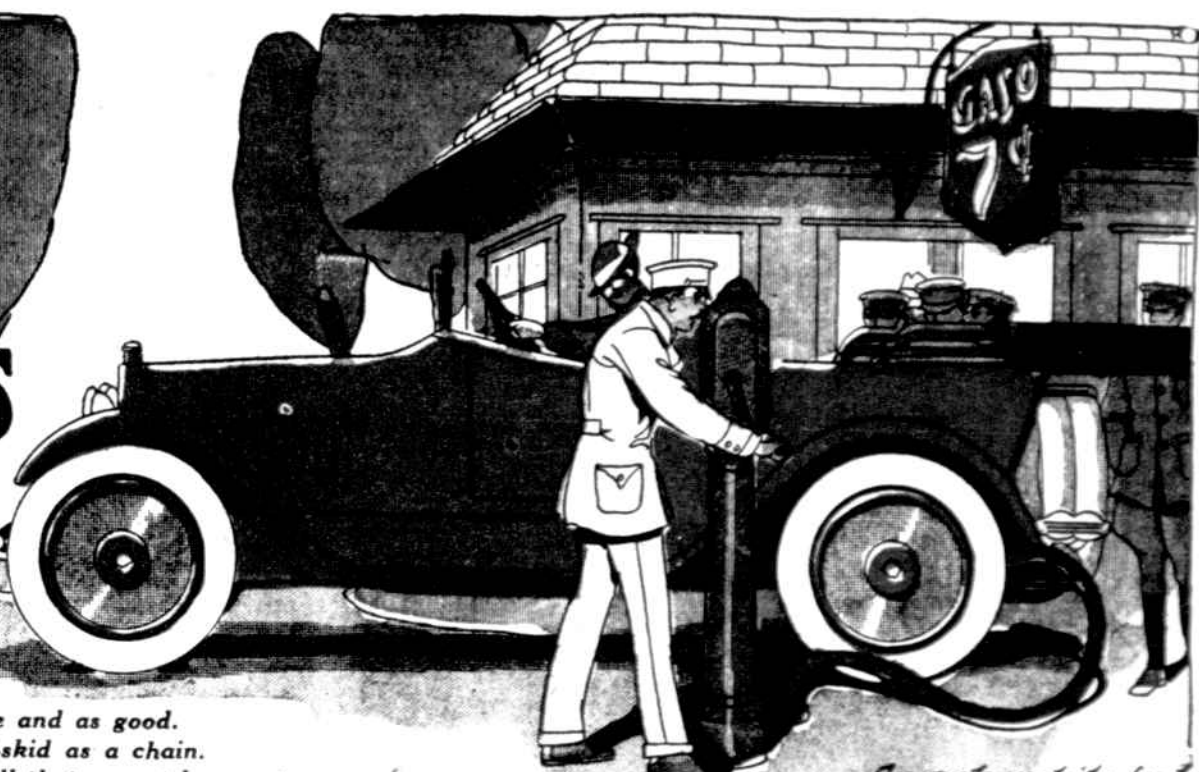
WANT A MILLION?

Here are Twelve Ways Guaranteed to Earn It



A moth-proof wardrobe

- 1—New automobile fuel cheaper than gasoline and as good.
- 2—Tire absolutely puncture-proof and as anti-skid as a chain.
- 3—Non-leakable fountain pen, with an ink well that cannot be upset.
- 4—Shoe that fastens with two snaps instead of laces or buttons.
- 5—Quick-fitting corset clipping tight to the figure without lacing.
- 6—Moth-proof wardrobe for summer homes, with smell eliminators.
- 7—Automatic rug beater that will vibrate by electricity and hammer out dust.
- 8—Window screen that rolls up like a shade, easily detachable.
- 9—Secure, easy to remove window shade bracket that won't damage casing.
- 10—Collar that won't choke and can be attached without buttons.
- 11—Twin bottle of iodine, best antiseptic known, and a quick stain remover.
- 12—Some means of using carrot flakes, better than wheat or corn.



An automobile fuel cheaper than gasoline and as good.



A quick-fitting corset

DO YOU want to make a million dollars and live like a prince for the rest of your life?

Invent any one universal necessity out of this list and the money and luxury is yours. The guarantee of at least a million dollars as profit from any one of these inventions is made by the Sphinx Club, an organization composed of New York advertising men. Everyone of these discoveries not yet made is needed by millions of people and will be received with both thanks and gold.

There is a general impression that to make money you have to do something wonderful. But the records of fortunes made out of inventions show that there is much more money made in doing something simple, better than ever it was done before, than in doing something strange and elaborate.

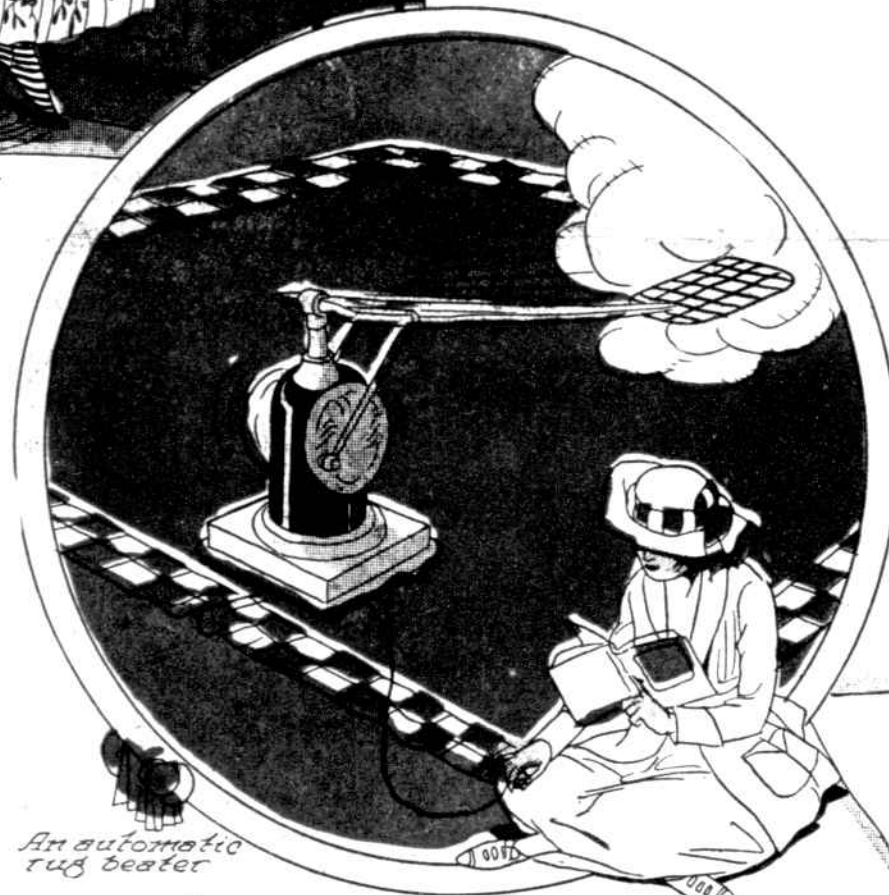
There is no use rambling all over the world trying to find something very wonderful to invent and thereby to miss the good things within reach at home.

That is all very well, a young man might say, but what is one to do without capital? As a matter of fact the situation is entirely the reverse. It is capital that is looking for young fellows all the time and for simple inventions which can be sold to millions of people. Capital is shorter of young fellows with good ideas than young fellows are of capital.

Most of the young inventors who have done anything in this world have started without capital or short of capital. Henry Ford had no capital at all to start out with. He did not invent anything particularly new or elaborate, but made something simple which thousands needed.

It is not a question of money at all. The question is: are you willing to sacrifice your ease, your comfort, your enjoyment until you succeed in your invention? That is the price and the only price you will have to pay if you decide to try to invent any one of these twelve things that are so universally needed.

Ford is not the only man who has built up his business without capital. Here is another striking case. About



An automatic rug beater

forty years ago there was a young married man who was a chemist in a certain works. His baby was very sickly and delicate and his wife was quite anxious about it. Of course, he called in a doctor but he did not leave the sole responsibility with him.

He began to do a lot of thinking and, being a chemist, he finally came to the conclusion that the food the baby was being fed upon was not being assimilated by the child. He studied the nutritive values of foods and experimented until he produced a food on which the baby thrived.

The neighbors got to know of this and they wanted the food for their babies. So he continued making food for infants and ultimately developed the business to such an extent that today it has a capital of many millions. That is the story of a famous baby's milk. It is a story that emphasizes the fact that one of the real secrets of fortune making is service to others.

Success in inventing depends upon making some contrivance such as one of the twelve which will be indispensable to the world at large. Until you have made an indispensable invention there's no money in it.

The Howe sewing machine, for instance, was made by a woman. Some think it was invented by Elias Howe, but it was not; it was invented by his wife. She was sorry for women who had to sew. She thought out a machine and patented it and made her husband's and her own fortune. It is a good example of the invention which, when once put before the world, immediately became indispensable.

In this whole list of million dollar inventions there is none in more immediate demand, which would save more money for the consumer and make more money for the inventor than a substitute for gasoline.

The aspiring inventor and would-be



A shoe to fasten with snaps



A fountain pen that will not leak.

millionaire might turn his gaze in the direction of Germany for help along these lines. Driven by the necessities of war to look around for gasoline substitutes for the operation of its huge fleet of army motor transports, Germany has reached an extraordinary degree of perfection in the use of alcohol-benzol mixtures.

For several years it has been known that pure benzol, denatured alcohol, or pure kerosene would not work well in internal combustion engines for automobiles. The definite needs in connection with the employment of these fuels were not known because nobody seemed impressed with the need for immediate action.

When the war began, however, and the importation of gasoline into Germany

stopped, steps were taken by the military authorities of that country which already have revolutionized automobiling in Germany.

German automobilists openly declare that even after the war they will continue to use the new mixture. The government itself in the first place took up the problem and only after severe tests did it recommend the successful mixture. In the course of these tests many new facts were discovered concerning the use of highly volatile and less volatile fuels, as were also the causes of former failures with alcohol mixtures, benzol and kerosene and mixtures of these with gasoline.

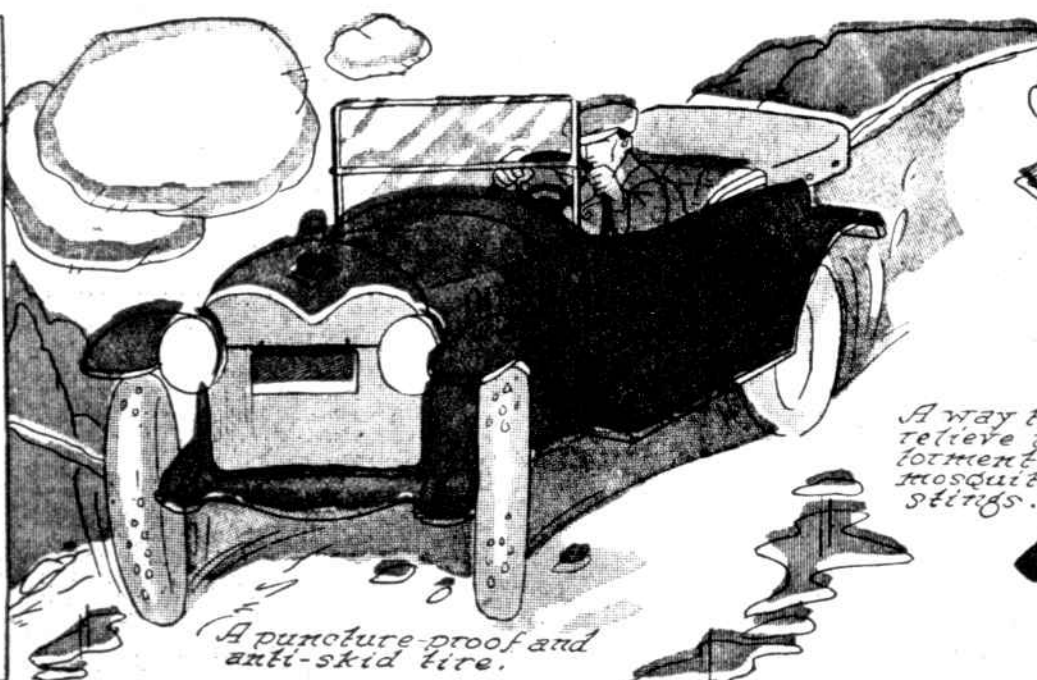
The engineering department of the German transportation department has published the results of a series of experiments with various mixtures of the above named fuels. Also it has given the horsepower as compared with pure gasoline, and the distances traveled with them under the same road and driving conditions as accompanied the tests with gasoline.

Although many of the tests and the results are of merely theoretical importance and perhaps would not have created a great deal of interest had it not been for the extraordinary demand for motor fuel caused by the needs of the armies they are nevertheless interesting to Americans because they demonstrate unmistakably that gasoline is not by any means the best and most effective fuel for motor cars.

When it is compared with the work of certain mixtures of alcohol and benzol gasoline is not only wasteful but expensive. A pure gasoline of low volatility gives a horsepower greater than that needed by the car. As a result it is wasteful and a gallon of it will not carry the car as far as a gallon of the alcohol-benzol mixture.



A window shade bracket easily removed without damaging the window casing.



A puncture-proof and anti-skid tire.



A way to relieve the torment of mosquito stings.



A means buttonless collar that will not choke the wearer.



A self-rolling window screen.



An elevator less tedious than those in use to-day.